

**Non-Fee Amendment**

**Applicant Docket No. 19011.1350**

**AMENDMENTS TO THE CLAIMS**

Please amend the claims in the application as follows:

**Claim 1. (currently amended)**

A method of conducting an advertising campaign, comprising:

providing a marketing environment having a marketing agent and a manager cooperating on the advertising campaign;

providing the marketing agent with a set of prospect information and a set of advertising messages;

the marketing agent taking an active role in ~~at least one of:~~ (a) selecting a recipient from the set of prospect information; (b) selecting a message from the set of advertising messages; and (c) electronically sending the message to the recipient;

the recipient electronically responding to the message;

tracking the recipient electronically responding to the message; and

the manager retaining at least some control over at least one of: (a) the set of prospect information provided to the marketing agent; (b) the set of advertising messages provided to the marketing agent; and (c) an authorized number of sends allocated to the marketing agent.

**Claims 2-3 (canceled).**

**Claim 4. (previously presented)**

The method of claim 1 wherein the set of prospect information comprises a plurality of data items stored in a prospects database.

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**Claim 5. (previously presented)**

The method of claim 1 wherein the set of advertising messages includes an advertising logo.

**Claim 6. (previously presented)**

The method of claim 1 wherein the set of advertising messages includes a rich media electronic advertisement.

**Claim 7. (currently amended)**

The method of claim 1 wherein the set of advertising messages includes an executable rich media electronic advertisement embedded within an email message.

**Claim 8. (previously presented)**

The method of claim 1 wherein the step of the marketing agent selecting the recipient includes the marketing agent selecting the recipient as part of a group of recipients.

**Claim 9. (previously presented)**

The method of claim 1 wherein the step of the marketing agent selecting a message includes the marketing agent selecting a plurality of messages for co-transmission to the recipient.

**Claim 10. (currently amended)**

The method of claim 1 wherein the step of the marketing agent taking an active role in sending the message includes the marketing agent initiating the sending of ~~the~~ an e-mail message using an e-mail interface.

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**Claim 11. (previously presented)**

The method of claim 1 wherein the step of the recipient electronically responding to the message includes the recipient opening the message using a computer.

**Claim 12. (previously presented)**

The method of claim 1 wherein the step of the recipient electronically responding to the message includes the message having multiple pages, and the recipient navigating between at least two of the multiple pages.

**Claim 13. (previously presented)**

The method of claim 1 wherein the step of tracking the response includes the recipient displaying the message using a computer, and the computer sending an item of tracking information to a tracking system.

**Claim 14. (previously presented)**

The method of claim 1 wherein the step of providing the marketing agent with a piece of information relating to the response includes displaying to the marketing agent at least one of: (a) a length of time that the recipient viewed the message; (b) a length of time that the recipient viewed a portion of the message; (c) an address to which the recipient forwarded the message; and (d) a piece of information relating to a hyperlink contained in the message and utilized by the recipient.

**Claim 15. (previously presented)**

The method of claim 1 wherein the step of the manager exercising at least some control includes the manager considering a percentage of responses received by the marketing agent relative to a number of sends initiated by the marketing agent.

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**Claim 16. (previously presented)**

The method of claim 1 further comprising:

providing a second marketing agent with a second set of prospect information and a second set of advertising messages, the second marketing agent distinct from the first marketing agent;

the second marketing agent taking an active role in at least one of: (a) selecting a second recipient from the second set of prospect information; (b) selecting a second message from the second set of advertising messages; and (c) electronically sending the second message to the second recipient;

the second recipient electronically responding to the second message;

tracking the second recipient electronically responding to the second message.

**Claim 17. (previously presented)**

The method of claim 16 further comprising the manager exercising at least some control over a relationship between the set of prospect information provided to the marketing agent and the second set of prospect information provided to the second marketing agent.

**Claim 18. (previously presented)**

The method of claim 16 further comprising the manager exercising at least some control over a relationship between the set of advertising messages provided to the marketing agent and the second set of advertising messages provided to the second marketing agent.

**Claim 19. (previously presented)**

The method of claim 16 further comprising the manager exercising at least some control over a relationship between the authorized number of sends allocated to the marketing agent and an authorized number of sends allocated to the second marketing agent.

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**Claim 20. (previously presented)**

The method of claim 1 wherein the selection of recipients from the set of prospect information is performed through a graphical user interface.

**Claim 21. (new)**

A method of conducting an advertising campaign within a multi-tiered hierarchy, comprising:

providing a marketing environment having a marketing agent and a manager cooperating on the advertising campaign;

providing the marketing agent with a set of prospect information and a set of advertising messages;

the marketing agent having decision-making capabilities by taking an active role in (a) selecting a recipient from the set of prospect information; (b) selecting a message from the set of advertising messages; and (c) electronically sending the message to the recipient;

the recipient electronically responding to the message;

tracking the recipient electronically responding to the message; and

the manager retaining a level of control the marketing agent by maintaining at least some control over at least one of: (a) the set of prospect information provided to the marketing agent; (b) the set of advertising messages provided to the marketing agent; and (c) an authorized number of sends allocated to the marketing agent.

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**Claim 22. (new)**

A method of conducting an advertising campaign within a multi-tiered hierarchy, comprising:

- providing a marketing environment having a plurality of marketing agents and a manager cooperating on the advertising campaign;

- providing the marketing agents with a set of prospect information and a set of advertising messages to be delivered through e-mail;

- the marketing agents having decision-making capabilities by taking an active role in (a) selecting a recipient from the set of prospect information; (b) selecting a message from the set of advertising messages; and (c) electronically sending the message to the recipient;

- the recipient electronically responding to the message;

- tracking the recipient electronically responding to the message; and

- the manager retaining a level of control the marketing agents by maintaining at least some control over the (a) the set of prospect information provided to the marketing agent; (b) the set of advertising messages provided to the marketing agent; and (c) an authorized number of sends allocated to the marketing agent.